

Job Description: Public Relations/Marketing Director

Status: Part Time, non-exempt



General Statement of Duties

The Public Relations Marketing Director is responsible for world-class brand development, communication strategies and campaigns, advertising, marketing, and associated staff.

This position recognizes the capacity to achieve greater results by integrating volunteers and leveraging their diverse knowledge and skills. The position reports to the Executive Director.

Qualifications

- Positive, enthusiastic Virginia Living Museum mission advocate.
- Proven leader: Strategic, positive, self-motivated professional, customer-focused and highly perceptive.
- 10 years marketing/communication leadership experience required, Master's Degree preferred.
- Demonstrated abilities in both planning and tactics, budget management, negotiations and personnel management.
- Superior written, verbal, and listening communication skills.
- Non-profit organization experience is an asset.

Duties and Responsibilities

Share and progress a world-class brand and corporate identity!

Support Strategic Plan initiatives: increase impact and expand reach

- Activate Museum audiences through energetic leadership.
- Develop/deploy and evaluate opportunities to connect people to nature.
- Support appropriate Board Committees.

Create, implement and measure a comprehensive communications and public relations program to enhance the Museum's excellent reputation, image and position.

- Facilitate internal and external communications to include Museum campaigns and materials, and annual/specialized marketing plans
- Activities and materials including publications, print/graphics, media relations, social media, client acquisition.
- Ensure positive & consistent communication of image internally and externally.
- Editorial direction, design, production and distribution of all Museum publications, print and electronic materials such as letterhead, use of logo, brochures, etc.

- Ensure media interest in the Museum and regular contact with target media and appropriate response to media requests. Oversee external contracts/services.
- Assist all Museum departments in the marketing, communications and positioning of their activities.
- Provide counsel to departments on communications and public relations.
- Conduct relevant market research. Monitor trends, guest feedback.
- Stay abreast of technological, media and online platform advances and encourage new engagement approaches.
- Leads projects as assigned, such as cause-related marketing/special events.
- Manage, hire, and supervise department staff, paid and volunteer.
- Other duties as assigned

Essential Job Requirements

- Ability to work occasional evenings/weekends.
- Must be able to hear and speak clearly.
- Physical requirements include medium work, exerting up to 40 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Must be able to stand, stoop, kneel, crouch, crawl, reach, push, pull, lift, grasp, feel, and utilize repetitive motions.
- Must have close visual acuity to perform activities such as: preparing and analyzing data, transcribing, viewing a computer, and extensive reading.

Supervision Exercised: Marketing staff: Media/promotions, graphics, web design

This job description in no way states or implies that these are the only duties to be performed by this employee. The position will be required to follow any other instructions and to perform any other related duties as assigned by the appropriate Supervisor/Director. The Virginia Living Museum reserves the right to update, revise or change the job description and related duties at any time.

Qualified applicants please submit a VLM application, cover letter, resume and references. No phone calls, please.

Website: <https://thevlm.org/join/employment/openings/>